

SEO Checklist for each Site Page or Blog Post

Choose the highest bang-for-buck of the following to work on.

Wordpress + Yoast Blog SEO, Landing Page Site SEO:

1. Use Google Webmaster Tools
2. Use Google Analytics
3. 2019 version (\$89) of Yoast SEO Premium
 - a. installed the extensions that have 5M+ installs
 - b. Jetpack generates the sitemap for webmaster tools
 - c. all bloggers should use the Yoast SEO plugin
4. Google has a 90% share so let's just worry about google
 - a. quality content and site speed matter
5. increase the number of powerful in-linking sites:
 - a. academia - northwestern.edu, wisc.edu? alumni.stanford.edu? ucsc.edu? iitd.ac.in? rochester.edu?
 - b. news/writing - journalists who want to cover our platform?
 - c. companies - being a testimonial with link on a platform we use?
 - d. government - listed on government directories?
6. <https://academy.yoast.com/courses/yoast-seo-for-wordpress-block-editor/>
7. yoast seo: optimize content for 2-4 key phrases (and synonyms)
8. yoast seo: snippet preview
9. yoast seo: breadcrumbs
10. yoast seo: canonical link to prevent duplicate content
11. yoast seo: sitemaps
12. yoast seo: use the wp admin posts section and the all the tool's features in the individual post section, thoroughly
13. yoast seo: create keyphrase synonyms
14. yoast seo: mark cultural pieces as cornerstone content
15. yoast seo: make sure prominent words and keywords are same and featured a lot
16. yoast seo: see internal linking suggestions
17. yoast seo: see in wp admin and see yoast seo dashboard
18. yoast seo: make sure images have good alt tags and good names
 - a. To find usable images, go to images.google.com => Tools => Usage Rights => Labeled for Reuse with Modification - and always cite them.
19. webmaster tools academy: put the secure and client-specific urls in robots.txt and label as noindex, everything else should be crawled
20. webmaster tools academy: use url inspection
21. webmaster tools academy: page anatomy
 - a. title (inside head) - brief but descriptive - includes keyword at beginning, modifiers like "guide", "review", "best", etc, wrap title in an h1 tag
 - i. a side note on titles - you can sometimes hide information that people want to guess - don't over do it since it can be click baity but still - *sometimes an article like "covid in youth increasing in US especially in one county" and then reveal the county in the article - people like trivia and guessing things*
 - b. meta description (inside head) - full sentences, descriptive; html tag - specify lang = '<lang code>'
 - c. og tags for fb, tw, lnkd; valid w3.org html5

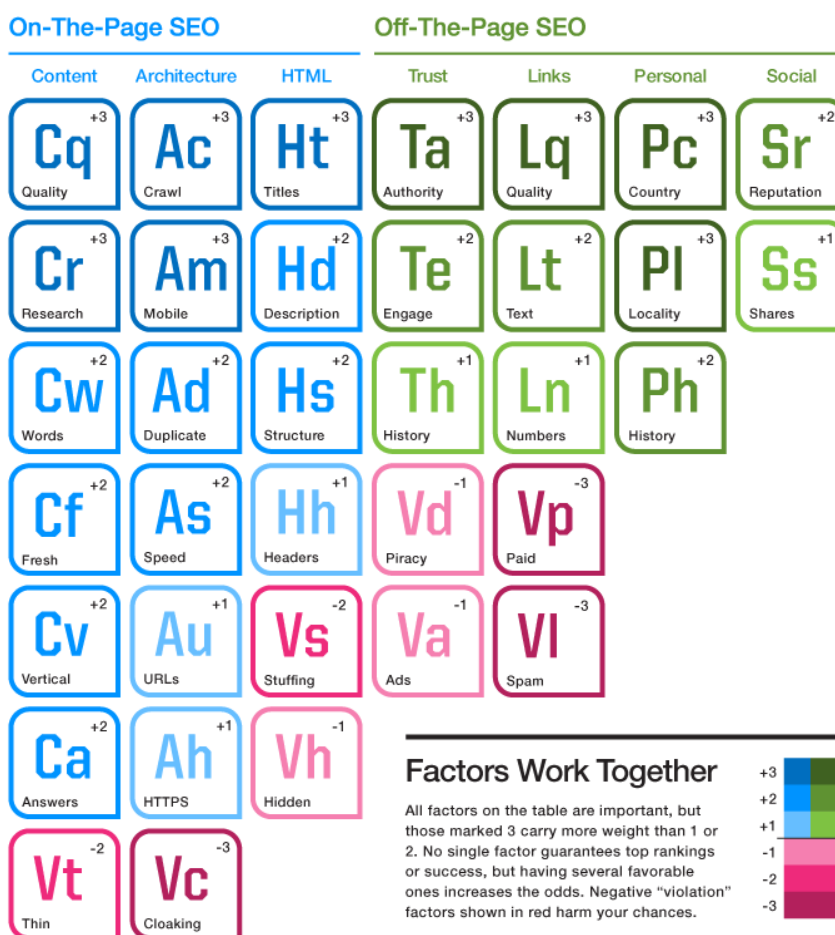
- d. h1, h2, p, keywords (google / search should view them as relevant), image alt tag (and image filenames, both have keywords) - write like an outline (could better optimize site for this "hire freelance software developers")
 - e. you can use schema.org structured data to get things (like recipes) featured (for us would anything be applicable?) (only put schema objects on the detail pages [1](#), [2](#))
 - f. (skill pages for each combo can be extremely powerful for seo - hire Python React engineers - order the skills presented and truncate to reasonable number, order based on popularity in requesting - unique tags for all the above title/meta/desc/etc) - actually see latest notes about only having the index, singles, top 2/3/4-tuples
 - i. make whole url case insensitive - last part should accept different cases but redirect / return the case insensitive
 - ii. when using robots to exclude all but index/skills; make the skills urls be `/[:skill]/` style because parameters can cause confusion
 - iii. make seo friendly links as described in the seo doc in the process - <https://www.toptal.com/developers>, <https://www.toptal.com/>
 - iv. also make engineer profiles SEO friendly
22. webmaster tools academy: navigation - breadcrumbs can be useful for seo (but perhaps not useful to use since we are planning on promoting urls with unique skill combos) -- perhaps could have 1st generation be all urls with first skill A, all urls with skill B, etc
- a. natural hierarchies are good (Contact Us same as Who Is)
 - b. urls - use meaningful names, avoid duplicates, avoid over nesting
 - i. (so we may want to put all but the index page and seo-friendly skill result urls in a robots.txt - more for security purposes than deduping purposes, because for deduping rel=canonical is recommended) -- this covers all the steps toward "keep simple url structure" except additive filtering which can be resolved by -- unique order sorting of parameters - we should ensure that there is only 1 url for each skill list (perhaps we are different from the hotel examples because each result will return different engineers esp. as we get bigger) - actually see latest notes about only having the index, singles, top 2/3/4-tuples
23. webmaster tools academy: performance report and keyword planners can be used to strategize
24. webmaster tools academy: good anchor text for links, describing the destination of the link well
25. webmaster tools academy: sitemap and image sitemap submitted to google webmaster tools
26. webmaster tools academy: mobile friendly site and blog (responsive)
27. webmaster tools academy: address issues mentioned in google webmaster tools console
28. webmaster tools academy: duplication - minimize boilerplate repetition (i.e. a huge terms of service included in the page text)
29. webmaster tools guidelines: If-Modified-Since - django seems to [cover](#) this?
30. webmaster tools guidelines: [robots.txt tester](#)
31. webmaster tools guidelines: Think about the words users would type to find your pages, and make sure that your site actually includes those words within it.
32. webmaster tools guidelines: for video just use youtube and fill out all the relevant fields requested when submitting a video on youtube (also encourage to subscribe in yt vid at beginning and end)
33. webmaster tools advanced: use [structured snippets](#) for job posts / engineers?
- a. structured job snippets, engineer snippets
 - i. job sites: <https://developers.google.com/search/case-studies/monster-india-case-study?hl=en>
 - b. indexing api to notify job postings
 - c. <https://developers.google.com/search/docs/data-types/job-posting?hl=en>
 - d. <http://schema.org/docs/full.html> - (seems like there's nothing for searching engineers though?)
34. webmaster tools advanced: can read more about how search works [here](#)?
35. [forwarded domains work fine so it's fine to share ldtalent.org](#)
36. <https://web.dev/vitals/>
37. moz academy - same as google keywords planner + all the above

38. seoland academy: seo periodic table

<https://searchengineland.com/guide/seo/types-of-search-engine-ranking-factors> (internal links, esp links from videos are very important)

The Periodic Table of SEO Success Factors

Search engine optimization (SEO) seems like alchemy to the uninitiated. But there's a science to it. Below are some important "ranking factors" and best practices that can lead to success with both search engines and searchers.



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a.

39. neilpatel: simple clear language that answers a question may even get you into Google "Direct Answers"

40. neilpatel: listicle+how-to does really well "7 Ways to Grow Your Business" and also "versus" pieces

41. neilpatel: think about user intent and what the user is looking for when they search say “best marketing automation tools” - they are looking for a list not a single tool
- <https://neilpatel.com/seo-analyzer/> has some interesting tips
 - <https://answerthepublic.com/> graph
 - ~~<https://www.webfx.com/seo-tools/fagfox/> (questions needing answers)~~
 - ~~seolve.com~~ and other tools on <https://neilpatel.com/blog/free-seo-tools/>
 - create a special term for what you’re teaching, backlinko’s guestographics - turn your listicle into an awesome infographic that can be pitched to competitor articles as a resource with a link to your article
42. backlinko: how-to-find-keywords: <https://backlinko.com/keyword-research>, google “how to choose keywords for seo”
- my customer persona is ____.
 - my customer hangs out in ____.
 - what are they searching for in the 99% of their time when they’re not searching for what I sell: ____ (based on where they hang out - in QMR+forums).
 - commercial intent - see how much people are paying for in adwords
 - semrush / kwfinder - to get better stats on search volume / [Woorank](#)
 - <https://www.semrush.com/blog/>
 - <https://www.semrush.com/ebooks/>
 - <https://www.semrush.com/siteaudit/>
 - <https://www.semrush.com/on-page-seo-checker/>
 - <https://www.semrush.com/log-file-analyzer/>
 - <https://www.semrush.com/position-tracking/> (paid)
 - <https://www.semrush.com/analytics/gap/backlinks/report/>
 - ~~brainstorm ideas~~
 - use google and youtube autosuggest, related keywords at the bottom of google search
 - use reddit groups / threads where your audience hangs out, and use [keyworddit.com](#)
 - use wikipedia on a general topic and the article and portals will let you explore subtopics
 - use neilpatel’s ubersuggest ?
 - search the space for a low competition, high relevance keyword using google keywords tool
 - focus on long tail keywords (100+ searches monthly in our b2b niche), rarely body ones (competitive, 1K+ monthly in our b2b niche), never head - we have a chance at making top 3 and they convert well - shoulder keywords
 - go for high CTR terms (look up ctr for the search term)
 - go for pages that don’t have a ton of ads and informational snippets that prevent click throughs
 - check that the search term is growing in google trends
 - check if the current set of results are from low domain authority sites - <https://ahrefs.com/website-authority-checker>, ~~alexa rank in chrome extension~~
 - but this is just a component, what matters more is relevance
 - use “content gap” tool to determine the search terms that your competitors rank for that you don’t
 - differentiation
 - think about searcher intent: informational, navigational, commercial, transactional
 - search the keywords you plan to target
 - start with the keywords => bullet points => writing
 - blog.hubspot.com/marketing/how-to-do-keyword-research-ht and backlinko.com/keyword-research say: think about what our clients would be searching, not just what GKWP suggest
43. backlinko: on-page seo <https://backlinko.com/on-page-seo>
- url must be clean and short
 - engaging, pretty, interesting images, gifs, and video with alt tags
 - keyword in first 100 words
 - internal links to other content on same blog / site
 - relevant outbound links
 - page load time optimization - a whole other topic

- g. LSI keywords sprinkled (semantically related keywords from google autosuggest, synonyms, etc)
- h. long rich content
- 44. backlinko: overall tips
 - a. tweetable quotes in big font
 - b. make content actionable - think about intent
 - c. OPP structure of blog article - outcome proof preview
 - d. "how to" and numbers help
- 45. backlinko: how-to-get-backlinks: <https://backlinko.com/high-quality-backlinks>
 - a. make sure the links we get are not nofollow links
 - b. skyscraper technique: find the content that's doing well, make better + more comprehensive + better designed (communicating your research tips link) + more up to date, find all sites linking to the content doing well, cold email them asking them to link to yours instead since it's better
 - c. skyscraper 2.0: focus on user intent
 - d. identify competitors (to your business, or to your blog article / keywords) that have shut shop, and contact people still linking to them to link to us
 - i. need to search back links to competing urls under your target term (ahrefs.com/backlink-checker)
 - e. scan HARO for your vertical on a daily basis
 - f. listicle how-to's with image media and infographics is the way to go
 - g. publish ultimate guides with chapters broken down, so yours is the definitive source to link to, with table of contents
 - h. name your strategies, brand them
 - i. research listicles and resource pages "helpful resources", "useful resources", "further reading", "additional resources" that list out competitor sites or blog articles and email the author
 - i. feeler
 - ii. direct to link
 - j. search for people who have already mentioned your branded technique, platform, or blog article and who haven't linked to you and email them to ask them to link you
 - k. other related: from AWS Activate benefits - AWS startup blog link
- 46. ldtalent.org links are ok for seo (from <https://yoast.com/6-questions-about-redirects-for-seo/>)
- 47. google analytics academy: left off at how to setup views with filters
 - a. (more for analytics and optimizing funnels after someone is on you site, not for seo)
 - b. 301 redirects for duplicate urls referring to the same pages (on a url by url basis, consider whether a duplicate url is possible, [include trailing slashes and 301 redirect the non-trailing slash versions](#))
 - c. ssl doesn't break

WEB WRITING GUIDELINES (from googling "web writing guidelines" and dtr IPM writing guidelines [1](#) and [2](#))

1. what is the audience looking for
2. short sentences, clear communication, put self in their shoes
3. scannable content
4. meaningful headers
5. "how to" / "what is" title - abstract (if needed) - listicle to address step-by-step answer - discussion / analysis (if needed)
6. topic sentences bolded
7. lots of figures, images, diagrams, multimedia (<https://beta.grafiti.io/>)
8. use yoast seo plugin (active voice)
9. follow all grammar rules (grammarly)
10. inverted pyramid - most important => details - outcome - proof - preview
11. define the problem clearly at the beginning

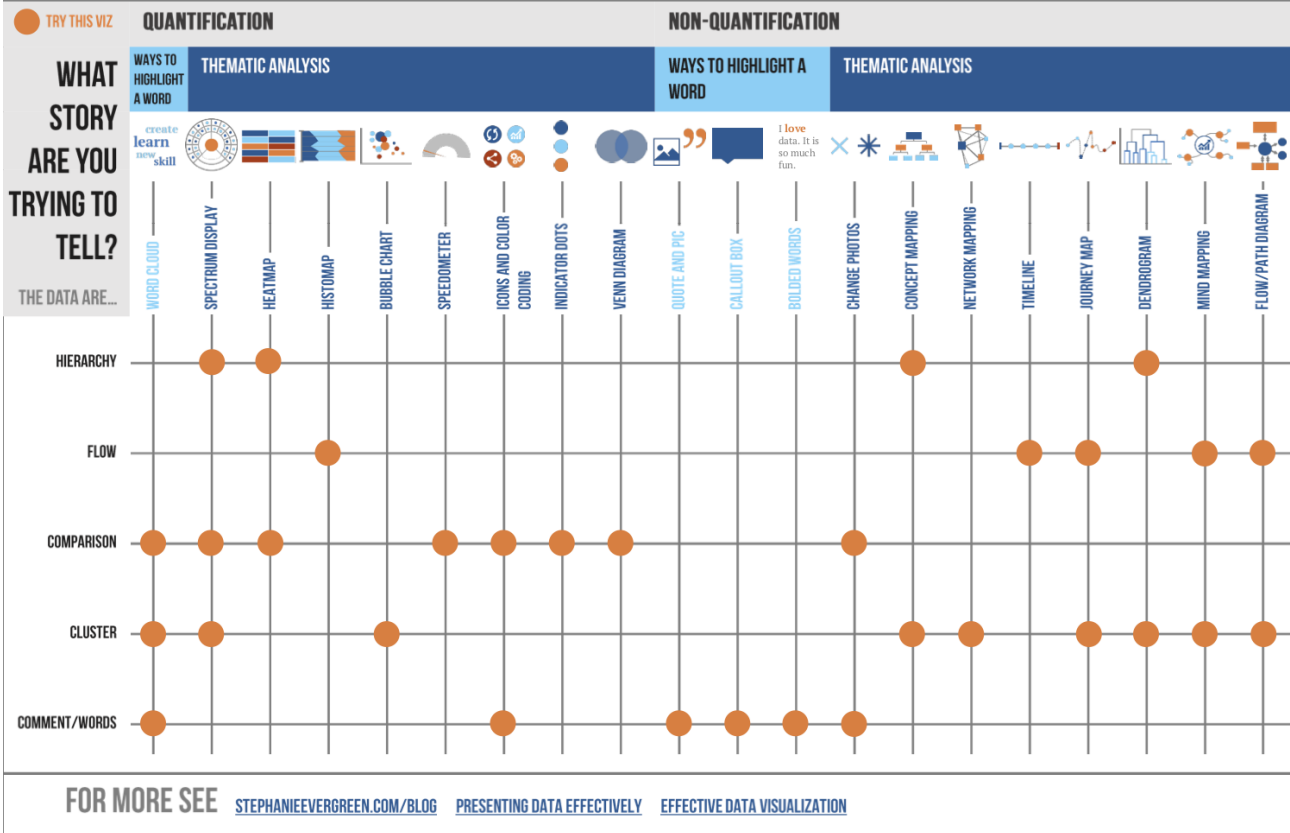
12. #oneword, #precise — use one precise word consistently
13. #punchy — use short, punchy words
14. #easyparse — avoid words with ambiguous parts of speech
15. #spillthebeans repeatedly
16. #present — use present tense where possible
17. #singular — use singular not plural
18. #noparens, #nofootnotes — avoid parentheses and footnotes
19. #noquotes — use quotes very sparingly
20. #parallel — use structural repetition
21. #noitalic, #nobold — use italics sparingly
22. #thiswhat — don't use a naked "this"
23. #trim — trim extraneous words
24. write full sentences and maintain the flow of the reading
25. can take some quotes from brainy quotes or your prior movies / books experience
26. use all digital resources: drive, trello, sm, em, photos, music, bookmarks, etc as inspiration for contribution
27. big quotes - 2 or 3 - quotable stories
28. Publish "X vs. Y" Posts
29. Link to Social Profiles in Outreach Emails
30. Use The Animalz Revive Tool
31. Try The PBC Formula
32. Publish "Power Posts"
33. Write About Trending Topics
34. Include Native Content With Social Shares
35. Use Padlock Posts
36. Include a Keyword in Your URL
37. Add More Cuts to Your Video Content
38. Write Longer Headlines
39. Optimize Around Untapped Keywords
40. Use Blog Post Templates
41. Use Emotional Titles
42. Optimize Around Brand Keywords
43. Tell Relatable Stories in YouTube Videos
44. Write Compelling Meta Descriptions
45. Bonus #1: Reverse Engineer Your Competition
46. Bonus #2: Create Stats Pages
47. Email Subjects / Content: controversial, contemporary, very cool pics
48. Incorporate news and holidays (i.e. coronavirus type of stuff)
49. Capture interest - are you actually interested in what you've written.
50. Ways to short, clean content.
 - a. trim images
 - b. parse through language, sentence by sentence, to see if you can express it more concisely
 - c. remove trailers / tails at the end of paragraphs
 - d. avoid parentheticals and try to express things inline
 - e. avoid repetition
51. Writing Center Tips
 - a. when cutting identify places where things are already implied
 - i. and modifiers, optionals
 - b. look for repetitive phrases and try to restructure the sentences to be more efficient
 - i. multi-clausal, long sentences
 - c. examine the necessity of phrases - can they just be words
 - d. structuring
 - i. follow the progression of your own thought - what makes sense - what happened
 1. chronology

2. creativity
3. think of scenario
- e. crafting questions or topics
 - i. put all thoughts down
 - ii. do affinity mapping
 - iii. draw connections and generalize
 - iv. make sure people get the gist of what you're saying
 - v. make the content - bullet point like, check in like, scannable, skimmable
 1. read the topic sentences, the abstract, figures
 2. read it at all levels and make sure it flows

COMMUNICATION TIPS (see public speaking tips in SUNDAY culture mc row in Marketing & Sales sheet)

1. portray time from left to right in diagrams
2. otherwise make the axis of comparison in figures vertical and histogram bars horizontal
3. make sure you're using the best type of figure (histogram, line, scatterplot, etc)
4. area of regions in your figures (not angle) is what matters
5. use a color picker <http://colorbrewer2.org/#type=sequential&scheme=BuGn&n=3>
6. keep comparisons in a figure close together
7. annotate figures as much as you need to make sure your outcome is clear
8. no "cats watching ping pong" - people scanning back and forth between your figure and text
9. make sure the one-liner message from your figure is obvious
10. use Oxygen sans-serif font
11. inspiration: <https://grad.msu.edu/news/msu-graduate-student-creates-video-about-academic-posters>
12. bigger font, less words
13. avoid jargon when not necessary - it is off putting
14. show, don't tell
15. storyboard - give an individual person's story - makes it a lot easier to follow
16. people can't read and listen / watch at the same time - say the same thing that's on the slide
17. font ratio 25% growth between sizes at least
18. share slides with people ahead of time so they can refer (they will), slide numbers always
 - a. use slides animation (i.e. "animation" "by paragraph" in google slides) to reveal info as needed
19. <https://www.youtube.com/watch?v=vtIzMaLkCaM> words of tension, changing world

QUALITATIVE CHART CHOOSER 3.0 BY JENNIFER LYONS & STEPHANIE EVERGREEN



AUXILIARY SITE SPREADING:

upworkalternatives.org, "upwork alternatives" Idtalent.org/upwork-alternatives
 upworkcompetitors.com, "upwork competitors" Idtalent.org/upwork-competitors
 toptalalternative.com, "toptal alternatives"
 freelancingsites.com, "freelancing sites"
 topfreelancingsites.com, "top freelancing sites"
 freelancwebdevelopers.org, "freelance web developers"
 freelancesoftwaredevelopers.com, "freelance software developers"

webmaster tools guidelines: but many domains with the same contents is not webmaster tool friendly, so need to have relevant unique content on each site

PROMOTE SEARCH TERMS / KEYWORDS:

https://docs.google.com/spreadsheets/d/1Te_Eyc-F2c8FKvZmN4xYanSCz5joX27c20slknGnApw/edit#gid=2040574712

Review <https://www.searchenginejournal.com/love-it-or-hate-it-theres-no-doubt-that-google-prefers-brands/59379/#close>

i.e. Search "contactout alternative" and see how effectively <https://www.leadmine.net/contactout-alternative/> has done it to show up second.

[experimental] MICROWORKER CAMPAIGNS: Run a 1 week 200 worker campaign using mturk (or google ads) for one of the following keywords: "search term" => manipulate organic and inorganic

PROMOTE CORE SITE: ldtalentwork.com

ADD CONTENT ON QMR+Other-Comments:

quora, medium, reddit answers (3rd party answers)

ADS (google analytics A/B testing setup snaptravel-esque):

google search, youtube / spotify, linkedin, quora, tw, fb ads - see how many parameters they let you specify (you can even filter people by the pages they like, think "all people in SF who like Tensorflow")

Prepare a spreadsheet dashboard that you can present to the team. This dashboard should contain a list of all the keywords that we're going for and where links that mention LD Talent rank for those keyword's search results. Also it can contain information on the growing domain authority of the LD Talent site itself.

<https://mail.google.com/mail/u/1/#inbox/FMfcgxwDrRXKJtMdvHJxVmXQwcHVzhpp> - Lindsey's Suggestions

Google Analytics and [A/B Testing Framework](#)

- analytics on /client/select_clients/

Remember the different [genres](#) and [styles](#) of writing that range from scientific to persuasive to blogging / seo, and from narrative to expository. Follow proper [logical argumentation](#) in all your communications professional and personal.

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Scratch Log:

<https://x-team.com/toptal-alternatives-and-competitors/>

- get our own valuable domains to show up in the google search results
- convert them into wordpress.com blogs so that the seo causes them to show up the way gobidasu.com does

Other search terms:

“better options than upwork”

SEO Checklist https://docs.google.com/document/d/1BQz7ymrX_oYMAVRf3l819hM-oLqerqsNSkP4L9D4e4/edit#

Ads:

paid google search, youtube / spotify, linkedin, quora, tw, fb ads

Google Webmaster Tools (hold off and see how wordpress on its own does):

- you need to submit a sitemap on <https://www.google.com/webmasters/tools/sitemap-list?hl=en&authuser=2&siteUrl=http://upworkcompetitors.com/>
- you can get a sitemap <https://www.xml-sitemaps.com/>

Google Analytics (hold off):

- <https://analytics.google.com/analytics/web/?authuser=2&pli=1#/report-home/a80177346w119389564p124901472>
(hold off on google analytics for now)

~~**Jul 21** — get upworkcompetitors.com looking right, submit its sitemap to google webmaster tools, get it to show up on search results for “upwork competitors”, buy ads that link to learningdollarstalent.com (if you have a question try to google it)~~

- SD made an ad for “upwork competitors” and “upwork alternatives” - LD Talent

Facebook Level of Specificity:

Location Canada, United States

Age 22 - 65+

Gender

People Who Match Interests: 500 Startups, Shark Tank, Sequoia Capital, Plug and play, Mashable, Menlo Ventures, Engadget, New Enterprise Associates, ReadWrite, Singularity University, Founders Fund, Techstars, Gizmodo, Accel Partners, Andreessen Horowitz, NVC, GGV Capital, TechCrunch, AngelList or Y Combinator (company)

And Must Also Match School: Purdue University, UC Berkeley, Columbia University in the City of New York, New York University, UCLA, Kellogg School of Management Executive Education, UC San Diego, University of Virginia, Massachusetts Institute of Technology (MIT), King's College London, UC Davis, Kellogg School of Management, Olin Business School at Washington University in St. Louis, London Business School, Brown University, IIM Ahmedabad, The Ohio State University Fisher College of Business, University of Illinois at Urbana-Champaign, INSEAD, Rutgers University, Princeton University, The University of Chicago, Georgetown McDonough School of Business, University of Chicago Booth School of Business, Stanford Graduate School of Business, University of Michigan, IIT Delhi, Duke University, Northwestern University, Georgia Tech, IIT Guwahati, Yale School of Management, Rice University, IIT Bombay, NYU Stern School of Business, Johns Hopkins Medicine, Yale University, IIT Kharagpur, 國立清華大學National Tsing Hua University, The Ross School of Business, Columbia Business School, Emory University, Rensselaer Polytechnic Institute, University of Florida, McCombs School of Business, The University of Texas at Austin, UC Santa Barbara, MIT Sloan School of Management, University of Wisconsin-Madison, University of Rochester, Stanford University, Caltech, Harvard Business School, The Ohio State University, Carnegie Mellon University, The Wharton School, Tepper School of Business at Carnegie Mellon, Cornell University, Duke's Fuqua School of

Business, Haas School of Business - UC Berkeley, Johns Hopkins University Carey Business School or University of Pennsylvania

And Must Also Match Interests: Slack (software), Block chain (database), Node.js, Artificial intelligence, Tableau Software, Ubuntu (operating system), Ruby, Elon Musk, Natural language processing, Bitcoin, PHP, HTML5, Microsoft Excel, STEM fields, Source code, Interaction design, GitHub, Python, SolidWorks, Cascading Style Sheets, JavaScript, Startups, Google Developers, Swift, Machine learning, Ruby on Rails, Unity (game engine), Application software, Robotics, JQuery, Silicon Valley, SQL, HTML, User interface design, Web development, C (programming language), Computer vision, Mobile application development, Data visualization, Software as a service, User experience design, Entrepreneurship, MATLAB, Facebook Developers, Unix, Java (programming language), App Store (iOS), Linux, Java, IOS, Android (operating system), Mathematica, ASP.NET, Computer programming, C++, Software, Data science, Ripple (payment protocol), Blockchain.info, Silicon Valley (TV series), Ethereum, Deep learning, Docker (software) or Apache Spark, Field of study: Computer science, Employers: Android

And Must Also Match Interests: Upwork, Slack (software), Google Cloud Platform, Automattic, AWS, Digital nomad, GitHub, SurveyMonkey, Freelancer.com, HubSpot, DocuSign, WordPress, Dropbox (service), Freelancer, Stack Exchange, Red Hat, Heroku, Guru.com, Trello, MailChimp, Google Drive, Balsamiq, Stack Overflow or Zendesk

And Must Also Match Interests: Artificial intelligence, Entrepreneurship, Software development or Software engineer

Jul 21 - make 1 new wordpress site for upworkcompetitors.com and have all domains go to that site

- on that site you can embed the top freelancing sites information OR 1. upwork 2. LDT 3. toptal
- one long listicle of 100 upwork competitors on main page
- separate article for every platform "x-team competitors", "andela competitors", etc

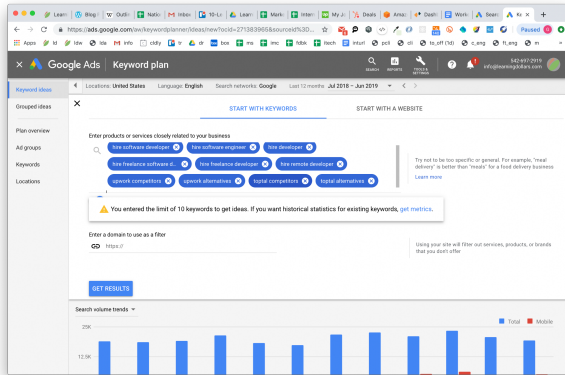
Jul 22 - https://www.quora.com/ads/create_ad_set?id=422212465611866 I started setting up quora ads (login via gobi)

Aug 9 - optimized google ads using tips from all the above

- but actually we need to hone in on google search keywords, what are we specifically selling?
- hire software developer - 390 search / month - \$26-61
- hire software engineer - 390 search / month - \$26-61
- hire developer - 390 search / month - \$26-71
- hire freelance software developer - 70 search / month \$20-48
- hire freelance developer - 390 - \$15-55
- hire remote developer - 50 search / month - \$15-40
- ~~— hire web developer~~
- ~~— hire mobile developer~~
- ~~— hire frontend developer~~
- ~~— hire react native developer~~
- ~~— hire react developer~~
- ~~— hire javascript developer~~
- ~~— hire backend developer~~
- ~~— hire nodejs developer~~
- ~~— hire django developer~~
- ~~— hire php developer~~
- ~~— hire ruby on rails developer~~
- ~~— hire android developer~~
- ~~— hire ios developer~~
- ~~— hire swift developer~~
- ~~— hire java developer~~
- ~~— hire machine learning engineer~~
- ~~— hire deep learning engineer~~
- ~~— hire tensorflow engineer~~
- ~~— hire computer vision engineer~~
- ~~— hire nlp engineer~~
- ~~— hire blockchain developer~~

- hire blockchain engineer
- hire virtual reality developer
- hire augmented reality developer
- hire mixed reality developer

I put the above search terms (first 6, non-specific ones, and 2 competitor / alternative related search terms - upwork and toptal) into keyword planner and sorted by **price & volume & relevance - what they want - what we have** for related terms. Got:



upwork competitors
 upwork alternatives
 toptal competitors
 toptal alternatives
 hire freelance developer
 hire developer india
 freelance python developer
 hire indian programmers
 hire app developer cost

- they want to hire a freelance software engineer online
- they are looking for an alternative to upwork or toptal
- volume is high
- price is reasonable (bid of \$2-3 more than min is < \$20 per click)
- they are not naive / so non-technical that they search "hire app developer" as in they don't know the tech

Moreover, allowed \$20/d spending, constrained to people < 55, constrained to only computers (not mobile / tablet).
 Constrained to enterprise related audiences.
 Made manual CPC and put bid as \$2-3 more than avg low.

Hopefully with these changes, we'll start getting a decent number of impressions, clicks, and client project signups.

Aug 11 - noticed that the fb ads are coming on instagram too, not sure if it's good or bad - got many likes but not sure if it's properly targeted - saved it under instagram collection

Aug 20 - seems like google google ads tricks I did worked

With respect to SEO, Stanford Venture Studio compiled the following:

<https://groups.google.com/d/msgid/venture-studio-community/CACzxSd0%2Buv3Q2asQJD45zvCJi3oXL-AkibkVTNing4CuRqE18Q%40mail.gmail.com>.

Sep 13 - notes based on SEO call:

google ad / analytics notes

- paying for conversions / clicks
- javascript
- business phone
- let it run for 2-3 weeks - check in in 2 weeks

Nov 16 - organized the options above, decided to work on existing search terms and QMRO answers / comments

Nov 23 - added wordpress business and yoast premium for seo improvement of blog, started mc of working on seo seriously